



Love Your Heart and Make the #SoySwap



The American Heart Association recognizes that eating soy protein will reduce LDL cholesterol levels by

2-7%

Although heart disease kills more men and women than any other disease in the United States,¹ individuals may prevent premature deaths from heart disease by improving their diet, getting active, and lowering their blood pressure and cholesterol. Every 1% reduction in blood cholesterol reduces heart disease mortality by 2%.² Consuming 25 grams of soy protein daily has been shown to lower LDL (“bad”) cholesterol and thus reduce the risk of heart disease³ as authorized by the U.S. Food and Drug Administration health claim.

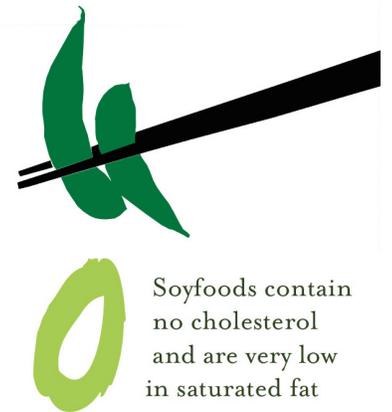
The wide array of soy-based foods provides many options to love your heart. Many soyfoods are low in saturated fat and cholesterol free, and are high in complete protein, essential fatty acids, dietary fiber, and other beneficial nutrients. USDA’s MyPlate illustrates how fortified soymilk and soymilk products fit into the dairy group as a good source of calcium; soy-based meat alternatives fit into the protein group as source of high-quality protein; and soybeans and edamame fit into the vegetable group as a good source of potassium that helps maintain healthy blood pressure.⁴



As part of a heart healthy diet, soyfoods in a variety of forms can be easily swapped for foods high in saturated fat and cholesterol.

References

1. Murphy SL, Xu JQ, Kochanek KD. Deaths: Final data for 2010. Natl Vital Stat Rep. 2013;61(4) http://www.cdc.gov/nchs/data/nvsr/nvsr61/nvsr61_04.pdf
 2. Sacks F, Lichtenstein A, Van Horn L, Harris W, Kris-Etherton P, Winston M, AHA Science Advisory: Soy Protein, Isoflavones, and Cardiovascular Health. Circulation. 2006;113:1034-1044. <http://www.ncbi.nlm.nih.gov/pubmed/16418439>
 3. Federal Register vol. 72(245):72739.
 4. USDA Chose My Plate, <http://www.choosemyplate.gov/food-groups/>
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Soyfoods contain no cholesterol and are very low in saturated fat

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Try these simple #soyswaps to show your heart some love:

- Make a smoothie with **soymilk**, the only plant-based dairy alternative with an average of 7g of protein per serving.
- Try marinated **tofu** in your next stir fry instead of beef steak and save about 6g saturated fat and 53mg cholesterol per serving.
- Choose a soy-based **veggie burger** instead of a hamburger and cut the fat in half.
- Swap **soy crumbles** for other ground meats for a flavorful lean taco or chili.
- Top a salad with **edamame**, a protein-packed young soybean, to offer a healthy crunch.
- Fill a pita pocket with **soy-based deli slices** and veggies instead of cold cuts for a high protein, no cholesterol lunch.
- Grab a **soy-based nutrition bar** to curb hunger pangs while on the go.
- Swap a 1 ounce snack bag of potato chips or 1 ounce of peanuts with 1 ounce of **roasted soy nuts** and save about 25–40 calories and 2–3g saturated fat.
- Select **chocolate soy butter** in place of a chocolate hazelnut spread to double the protein and drop two-thirds of the sugar.
- Save about 4g of saturated fat by swapping one serving of ice cream with a serving of a **frozen soy dessert**.
- Get a cholesterol-free start to the day with a cup of delicious **soy yogurt**.

***Soy-based foods can help you cut calories, saturated fat, and cholesterol.
So make a #soyswap today!***

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